

**【ABSTRACT OF THE DISCLOSURES】**

A transmission/reception system for data broadcast comprising: a transmission apparatus transmitting  
5 audiovisual stream data for a series of plural programs and plural data broadcasting contents relating to programs, which are multiplexed to each other, and a receiving apparatus receiving the audiovisual stream data and presenting the corresponding program, while superimposing  
10 and presenting the data broadcasting content to the audiovisual data. The transmission apparatus starts to transmit the data broadcasting content relating to the program 2, before the time "t0" when audiovisual data should change from the program 1 to 2, and transmits the  
15 presentation start instruction message at "t0". While, the receiving apparatus receives the data broadcasting content relating to the program 2, and performs a process for forming an image, and invisibly presents the data broadcasting content. Thereafter, the receiving  
20 apparatus changes the state of the data broadcasting content to visible when receiving the presentation start instruction message.